LEO BURNETT U.S.A.
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At the
NATD Convention,
#6 in a great series:

"New Doors to New Profits"

"Back to Basics"

On April 26 at the MGM Grand, Philip Morris will present to the NATD convention the sixth edition of "New Doors to New Profits."

Based on the landmark Philip Morris/McKinsey Study, this all-new presentation is entitled "Back to Basics." You'll learn what progressive Distributors are doing in: (1) financial planning, (2) customer development and (3) managing inventories – and how all this affects *you* and *your profits*.

Be sure to attend the NATD opening session on Saturday to view this "Back to Basics" presentation.

Come to the Philip Morris booth at NATD for details on the "New Doors to New Profits" study. It could open profitable new doors for you.

Another profit-making idea from

Philip Morris USA

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